



Are You Missing the Mark With Your Digital Marketing Strategy? Here's How to Determine

It takes time and money to put together any worthwhile digital marketing campaign. This dedication may take days, weeks, or even months of brainstorming meetings, research, analysis, strategy development, testing, and other activities, requiring the expertise and teamwork of some of your best and brightest to produce something that enhances your [brand](#).

However, even the most well-laid-out digital marketing campaigns occasionally experience a slump and stop adding value to your company's or brand-building efforts. When that occurs, the effort you put into developing that approach might make it very tough to abandon it, even if it tests your patience and finances to the breaking point.

But eventually you have to let go of some things to make room for a fresh digital marketing strategy. Here are seven telltale signals that it's time to abandon your current digital strategy and begin something fresh.

1. There is no value.

A poor degree of value is one of the top indicators that you should stop running your digital marketing initiatives. A close examination of the numbers, such as what you spend on advertising, organic marketing, social media marketing efforts, etc., compared to what you receive in return, is often necessary to determine that value.

It's probably time to change your plan if your costs significantly surpass your gains or if your digital marketing expenditures aren't yielding a profit.

2. Your campaign is running late.

The internet is a vast, intricate system. It can occasionally take time, as well as a certain level of patience, to implement a multifaceted marketing strategy across many digital media and

leave a measurable effect on your customers. In fact, it may take a few months or longer for some techniques to yield the desired results or give you a clear indication of how near you are to achieving your digital marketing objectives.

That being said, it's time to hit the reset button when a digital marketing plan starts to drag on a bit too long past the planned deadline and fails to deliver the prompt, beneficial outcomes that other efforts are.

3. Changes to the strategy are ineffective

Have you ever tried desperately to save a failing digital marketing plan? Pulling the plug is probably your best option if you've started modifying various components or marketing strategies to rescue a campaign but the results aren't improving.

A marketing strategy can sometimes be saved by making crucial changes at the ideal time. Your time would be better spent on other strategies to support your brand and long-term business objectives if those mid-game pivots didn't make a difference.

4. Everything you own has been hurled at it

Occasionally, a major overreaction can result from a refusal to give up on a digital marketing strategy. This typically implies that even after trying every digital marketing strategy and concept in the book, top marketers will keep tackling the issue, turning a poorly performing campaign into a disastrous failure.

It's okay to drop that tactic and move on if you've tried every trick in the book when it comes to online marketing but still aren't getting results.

5. Everything is going backwards

On your weekly digital marketing performance reports, do you see more red than green? Down arrows do occur, but when they begin to persist over time, it's a very clear sign that your framework for a digital marketing plan needs to be updated, if not completely replaced.

You may closely monitor bad trends and discontinue digital marketing campaigns before they become a substantial drain on your cash by regularly and thoroughly analyzing strategy performance.

6. Additional digital marketing techniques are becoming

It's common to have several digital marketing techniques active at once, ranging from paid advertising and email marketing to search engine optimization and content marketing efforts. And if all but one of your digital tactics are succeeding and generating results, it might be time to give up on that underperformer and concentrate your efforts on a more effective strategy.

Don't allow one bad apple to ruin the bunch, to put it another way. Stop a bad campaign as soon as it poses a threat to undermine what is effective.

7. You get a horrible feeling

You could be pleased with the marketing plan you've developed. No matter how strongly you may believe in something, if the general population is mostly reacting negatively, it's definitely time to abandon it. The sooner you address the root cause of online negativity, the sooner you can and should stop the bleeding and go back to the drawing board. Online negativity may quickly spiral out of hand.

Your digital marketing efforts need a reset if you upset your target audience.